

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “ABTA” Magazine “WTM Dailies (During World Travel Mart in London)” November, 2008 issue, through M/s. Ramakanth Advertising Pvt, Ltd., – Publication Charges – Amount Sanctioned - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 265

Dated: 12 -03-2009

Read the following:

- 1 Govt. Lr.No.3373/PMU/DDC/2008, YAT&C (PMU) Department. dt. 11.07.2008.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No. 168/Display-PP/Advt.I-2/2008-09, I&PR Department, dt.05-09-2008.
- 6 Invoice No. 0586/08-09, dt. 13.11.2008 of M/s. Ramakanth Advertising Pvt, Ltd., Hyderabad.

* * *

ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department has hosted Pacific Asia Travel Association (PATA) 2008, the prestigious travel mart event in Hyderabad, keeping in view, this Department released an advertisement for post PATA publicity to publish in “ABTA” Magazine “WTM Dailies (During World Travel Mart in London)” November, 2008 issue, through M/s. Ramakanth Advertising Pvt, Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 5,63,304/- vide letter 6th read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.5,53,050/- (Rupees Five Lakhs Fifty Three Thousand Fifty only) towards publication of the advertisement in “ABTA” Magazine “WTM Dailies (During World Travel Mart in London) November, 2008 issue.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference – 500 – Other Charges – 503 – Other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Ramakanth Advertising Pvt, Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,
M/s. Ramakanth Advertising, Pvt, Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER